



THE PROSPECTOR

How to Prospect Your Way to Millions

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Issue #4

EVERYONE IS A PROSPECT for Pre-Paid Legal!

In case you missed it, let me repeat that “Everyone is a Prospect!!!”

There are no exceptions!!

Never forget the fact that *prospects are people* . . .

It may sound like I am belaboring the obvious . . . Actually I am not!

In any system or method of prospecting, before you select which people may be prospects (potential customers) for Pre-Paid Legal, consider all people you see everywhere! Expand your minds . . . broaden your horizons . . . enlarge your vision!

**Begin to school yourself right now with the belief that people, generally,
are no longer “just people.”
They are all PROSPECTS for Pre-Paid Legal Services!!**

With this attitude firmly implanted in your consciousness, you will suddenly be amazed at how different everyone appears to be. Before long, your change of mind will bring an *even more remarkable change* . . . the totally-altered reaction toward those you once considered to be “just people” . . .

Those you see in . . .

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| ⇒ theaters . . . | ⇒ subways . . . |
| ⇒ restaurants . . . | ⇒ parades . . . |
| ⇒ planes . . . | ⇒ athletic events . . . |
| ⇒ buses . . . | ⇒ luncheons . . . |

Everywhere people gather . . .



They have suddenly changed from anonymous, faceless people, to individuals.

READ THIS AGAIN CLOSELY:

They are all prospective customers for Pre-Paid Legal.

Now, that's an attitude . . . and one which I practice constantly . . .

When I am flying a plane and coming in to land over any size town or city, I look down at the houses – thousands of them! I don't view them as *houses* . . . Rather, I see them as *homes of my prospective clients for Pre-Paid Legal*.



Once you have established this *turn-around truth* that “*People are Prospects and Prospects are People!*” you will notice an even greater change in yourself . . .

- ➔ The physical action of prospecting – arranging to see and talk to new people every day – will cease to be a chore! Instead, it will become a dynamic driving force – an obsession.
- ➔ **You are developing a prospecting awareness, a prospecting consciousness, and a prospecting habit.**
- ➔ **And I guarantee that you are on your way to a lifetime career with Pre-Paid Legal!**

More to Come!